

STORE-FRONTS
IN
ARCHITECTURAL
TERRA COTTA



NEW JERSEY TERRA COTTA COMPANY

SINGER BUILDING NEW YORK

An attractive store front invites patronage.

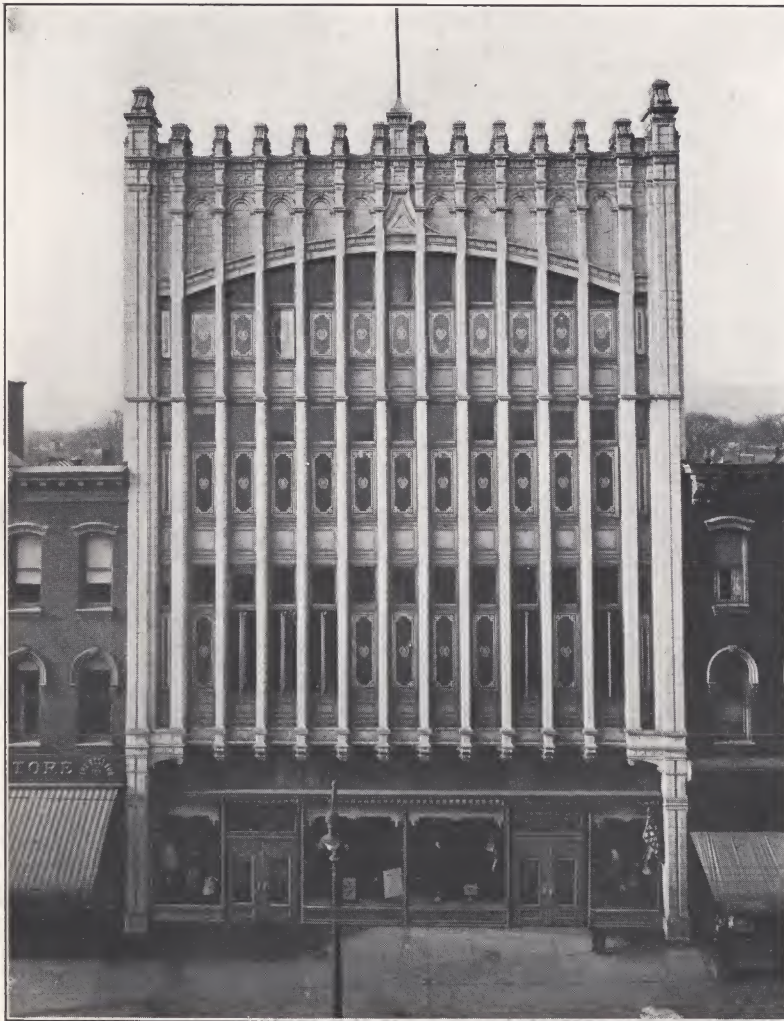
Make your store front attractive by the use of Architectural Terra Cotta in plain, or glaze and polychrome colors.

It is the material which gives character and distinction to a building and is especially recommended for use in small and large store fronts.

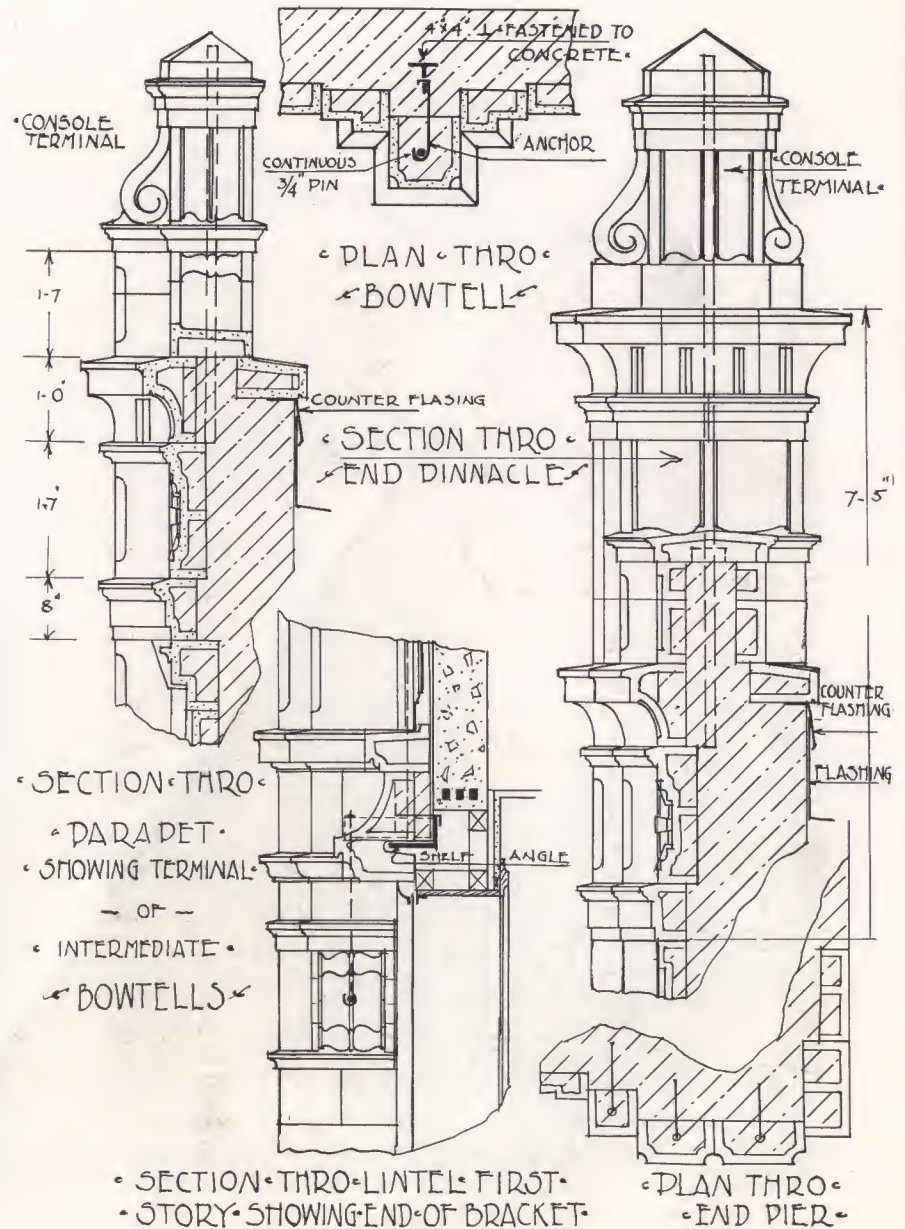
Make your surroundings artistic, bright and cheerful and you will command patronage.

Architectural Terra Cotta can easily be cleaned and can always be kept bright and new.





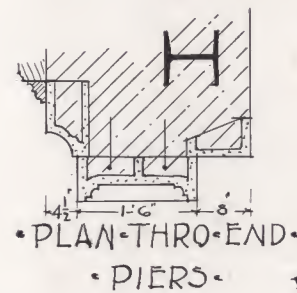
A unique terra cotta design, the Bowtell treatment providing a maximum glass surface for lighting purposes.
(Executed in our special light granite finish No. 2817)





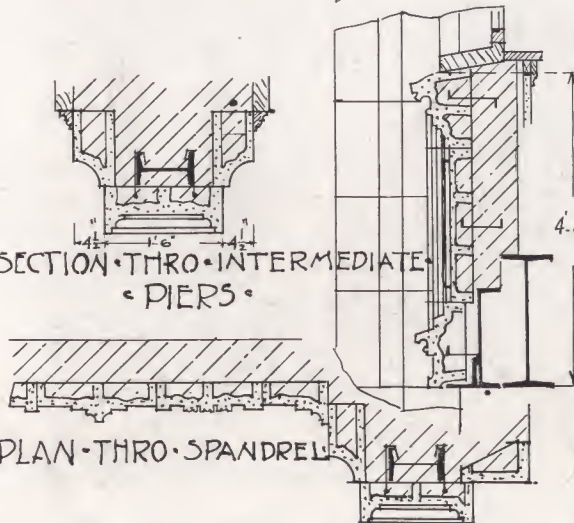
An unsightly old brick front of no advertising value replaced by a modern Gothic conception in terra cotta

• SECTION • THRO •
• SPANDREL • AND •
• PANELS • OVER •
• WINDOWS • IN •
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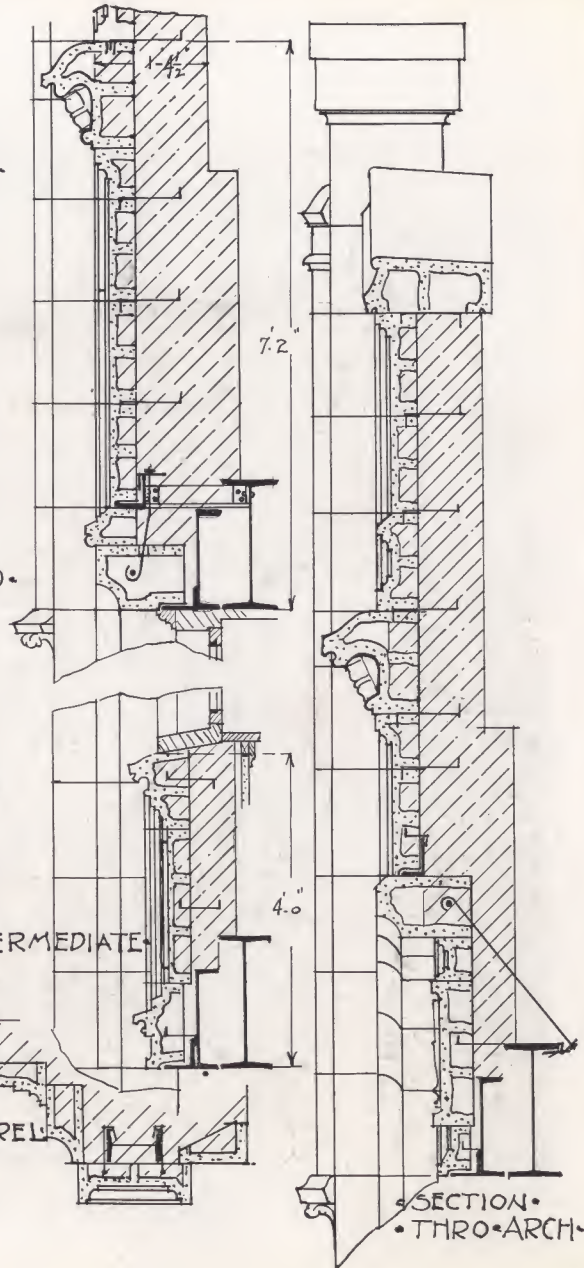


• SECTION • THRO • INTERMEDIATE •
• PIERS •

• PLAN • THRO • SPANDREL •



• SECTION •
• THRO • ARCH •





A few years ago we furnished this three-story facade in white glazed terra cotta. The investment proved successful to the extent that the owner has added three more stories as shown on the opposite page



Entire front white matt glazed terra cotta.
Three upper stories added to the
original building without dis-
turbating the existing work



• BRACKET • MAIN • CORNICE •



• ORNAMENTAL •
• BOWTELL •
• AND • CAPITAL •



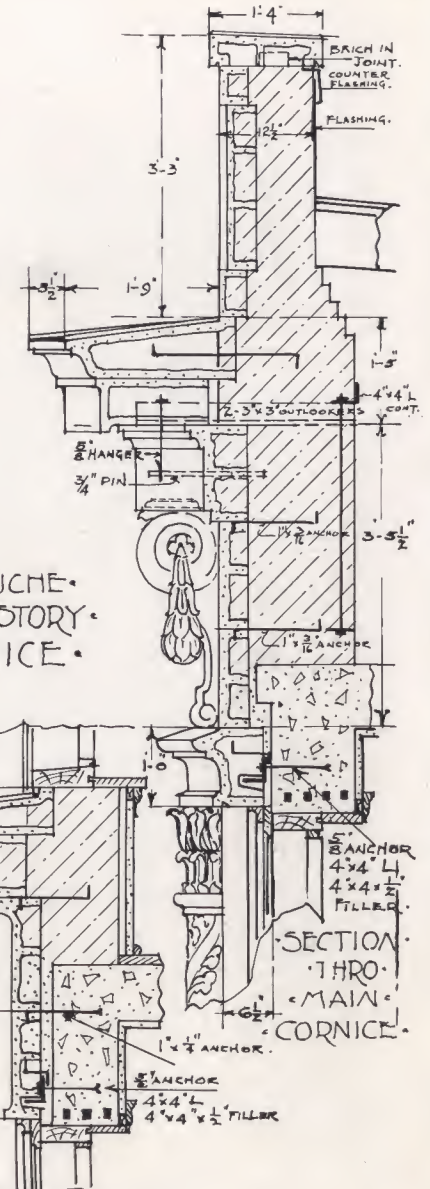
• ORNAMENTAL • SIMA •
• MAIN • CORNICE •



• CARTOUCHE •
• FIRST STORY •
• CORNICE •

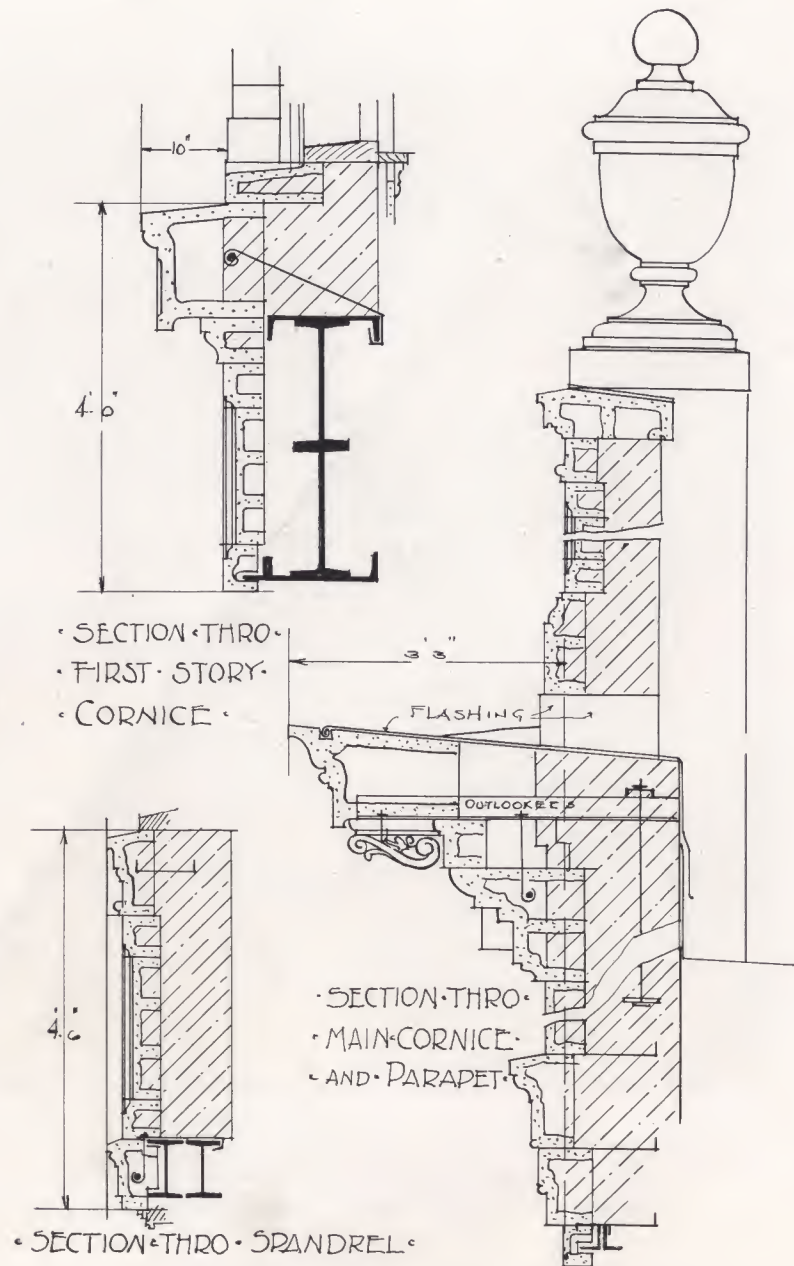


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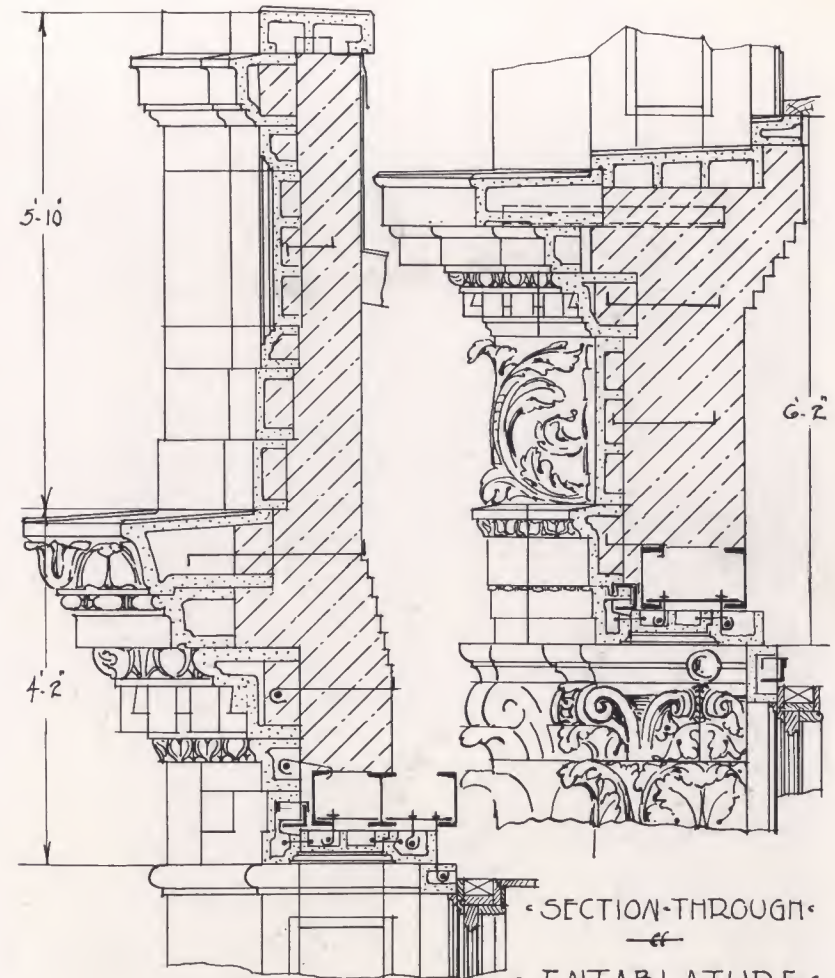


A pleasing terra cotta front, adding to the value of the neighborhood





The owner of this building was not afraid to invest in an elaborate terra cotta front, knowing that in doing so he would increase his trade

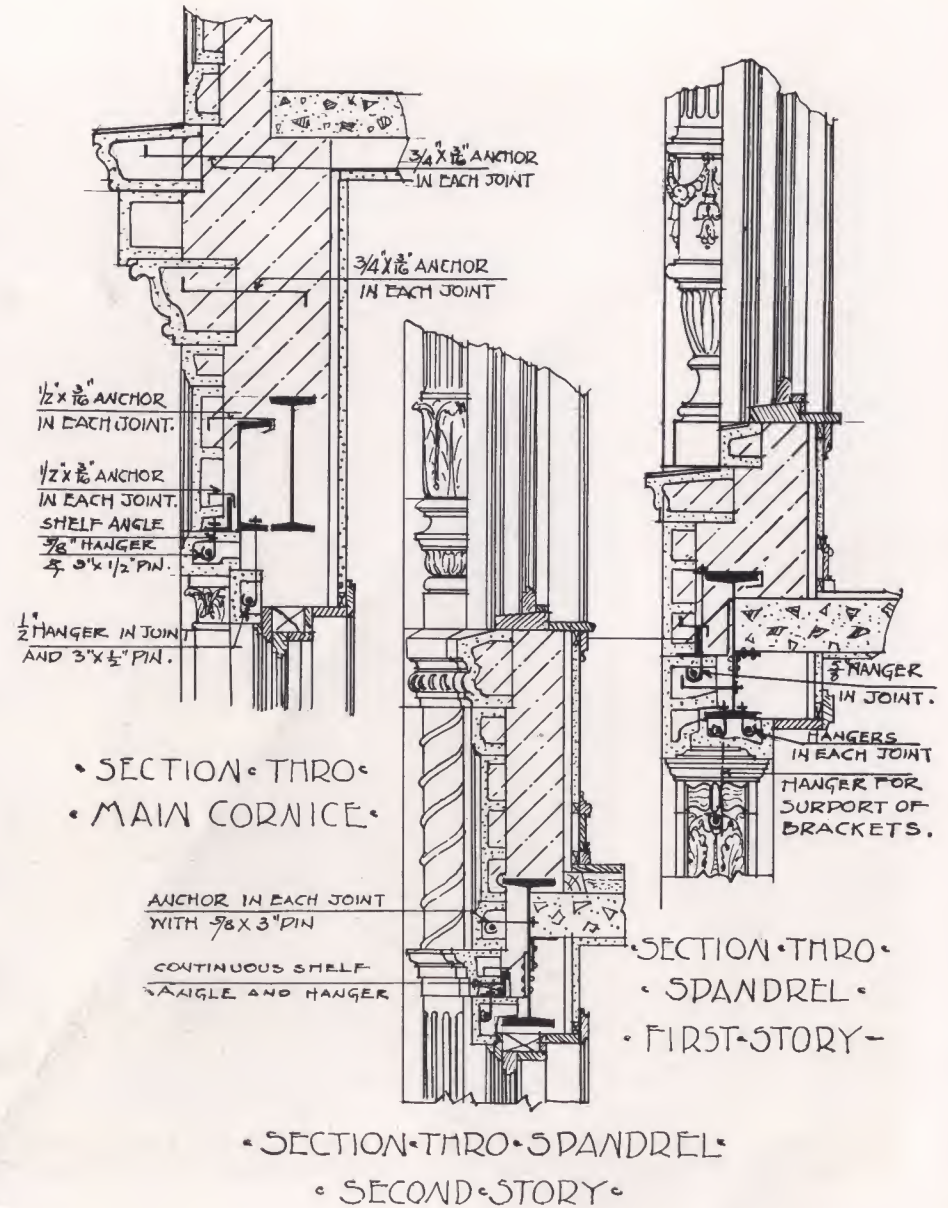


SECTION THROUGH
PARAPET AND CLEAR STORY
CORNICE
BETWEEN PAVILIONS

SECTION THROUGH
ENTABLATURE
BETWEEN
PAVILIONS
FIFTH STORY



The proper material for a "Cafeteria" is terra cotta. It suggests cleanliness and purity





The terra cotta fronts for these three buildings furnished by us one after the other for the same owner



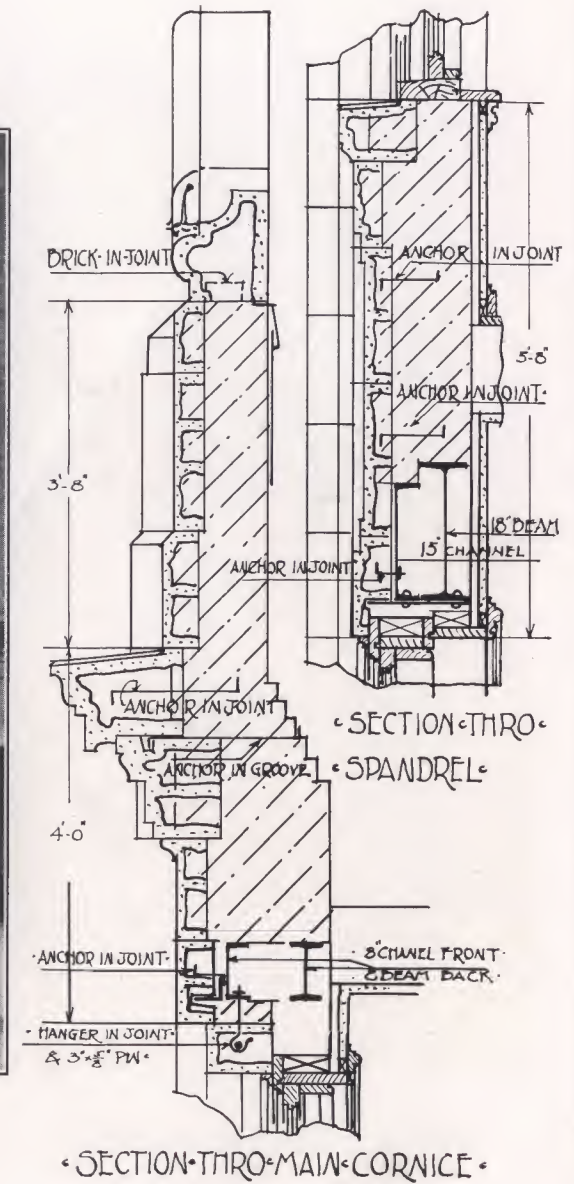
A terra cotta front
with a bright and
pleasing effect



Terra cotta trimming
applied with good
judgment for a small
front

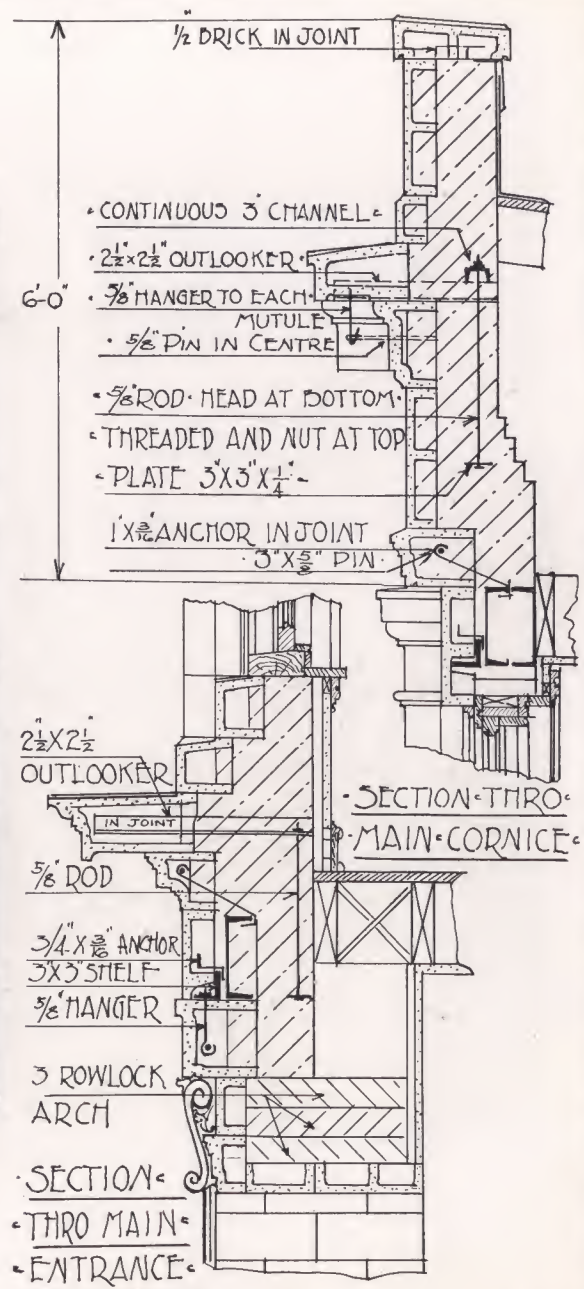


"Say it with glazed and polychrome terra cotta"



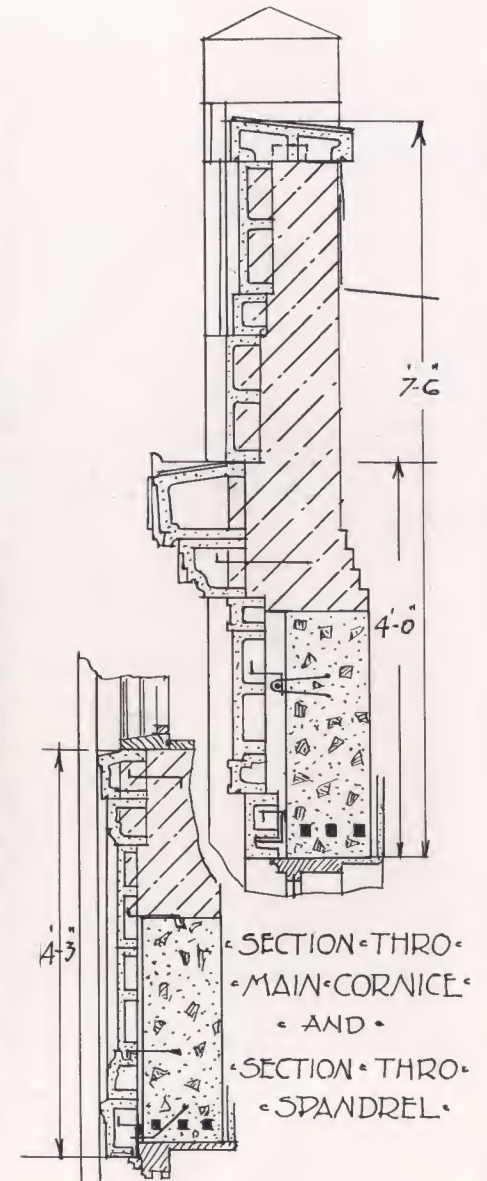


Terra cotta is the most economical building material as its first cost is the last cost



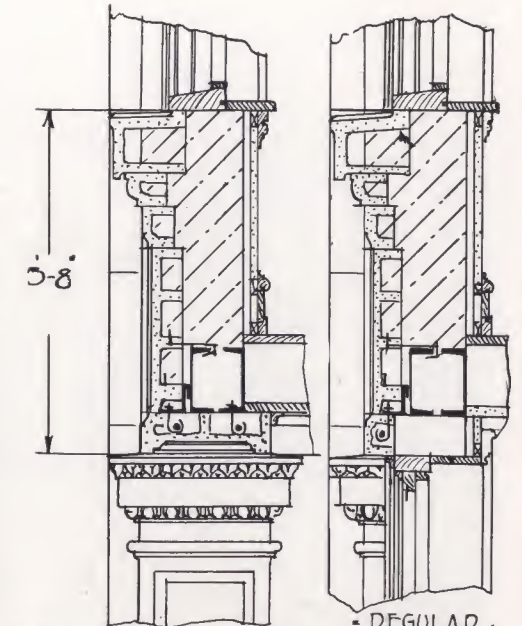


Repetition of design makes saving of moulds possible and tends to reduce cost of manufacturing. Executed in our glazed finish

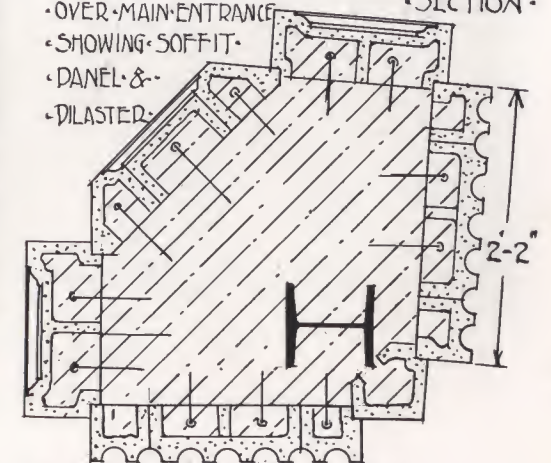




Fifteen stores housed in one building at a reasonable cost by the economical use of ornamental terra cotta



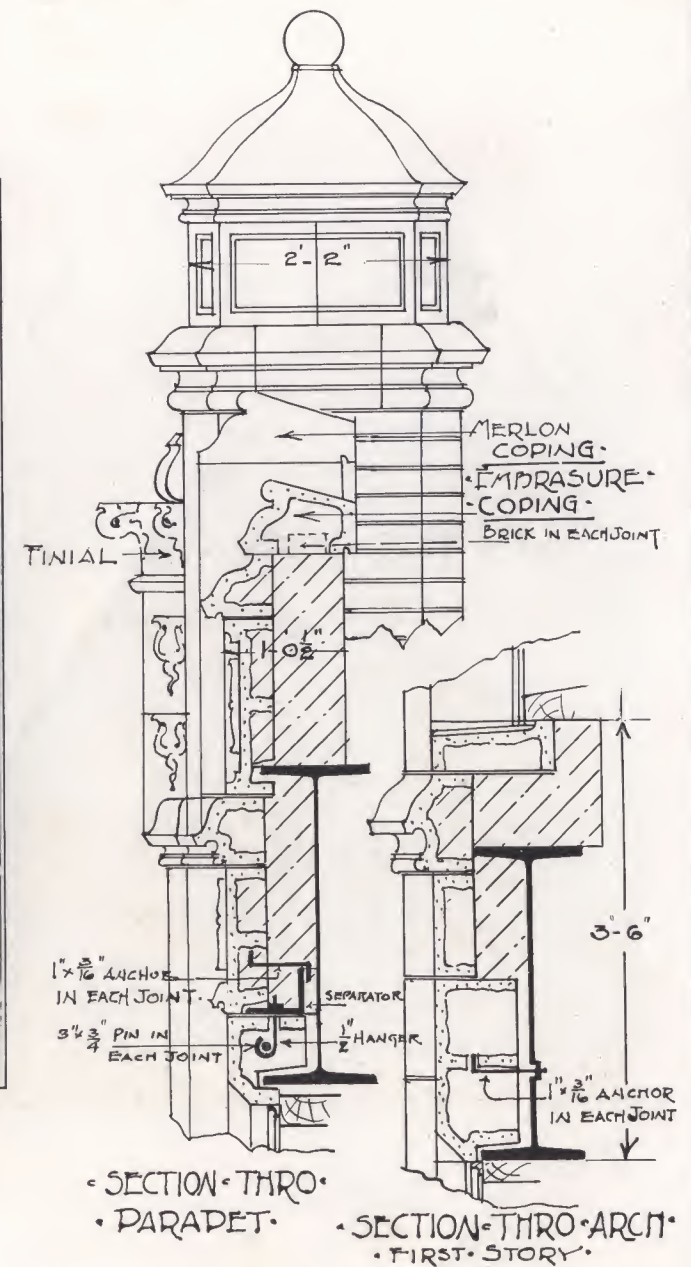
- SECTION THRO SPANDREL •
- OVER MAIN ENTRANCE •
- SHOWING SOFFIT •
- PANEL & •
- DILATED •
- REGULAR SPANDREL •
- SECTION •



• PLAN OF CORNER PIER •

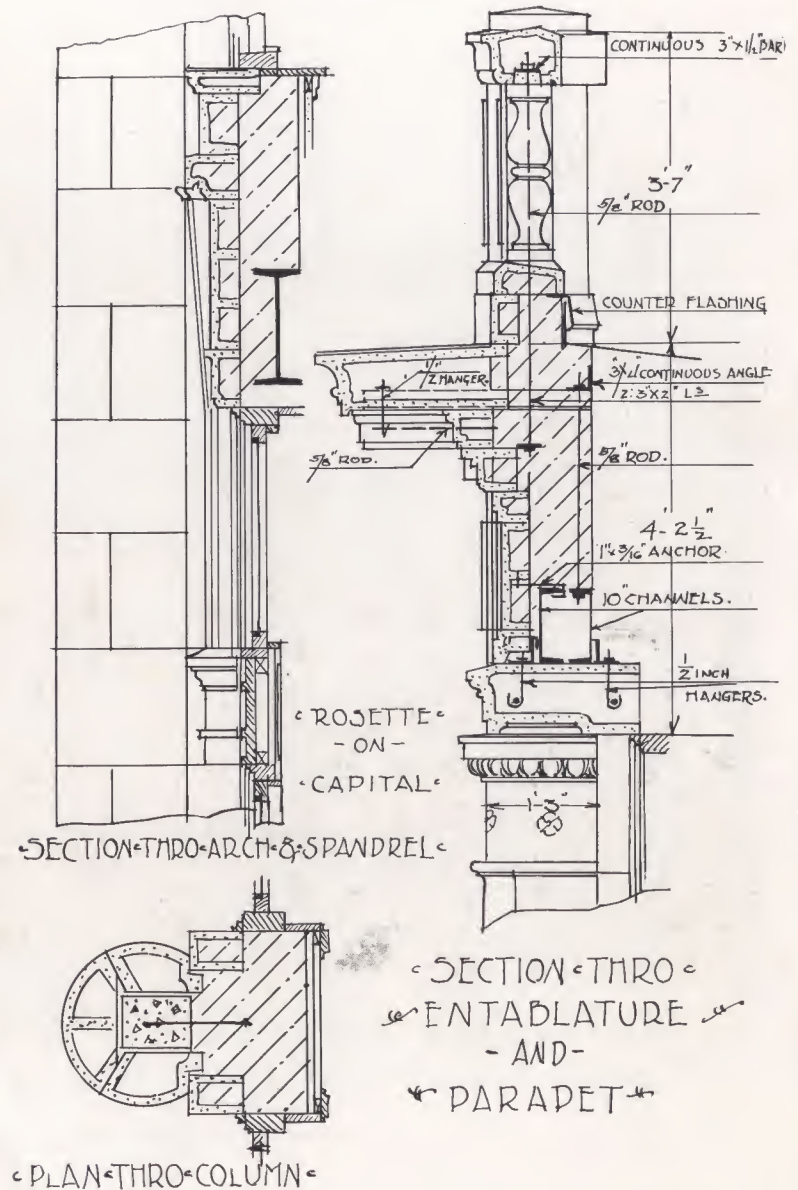


Improve the character of your neighborhood by erecting a
terra cotta front



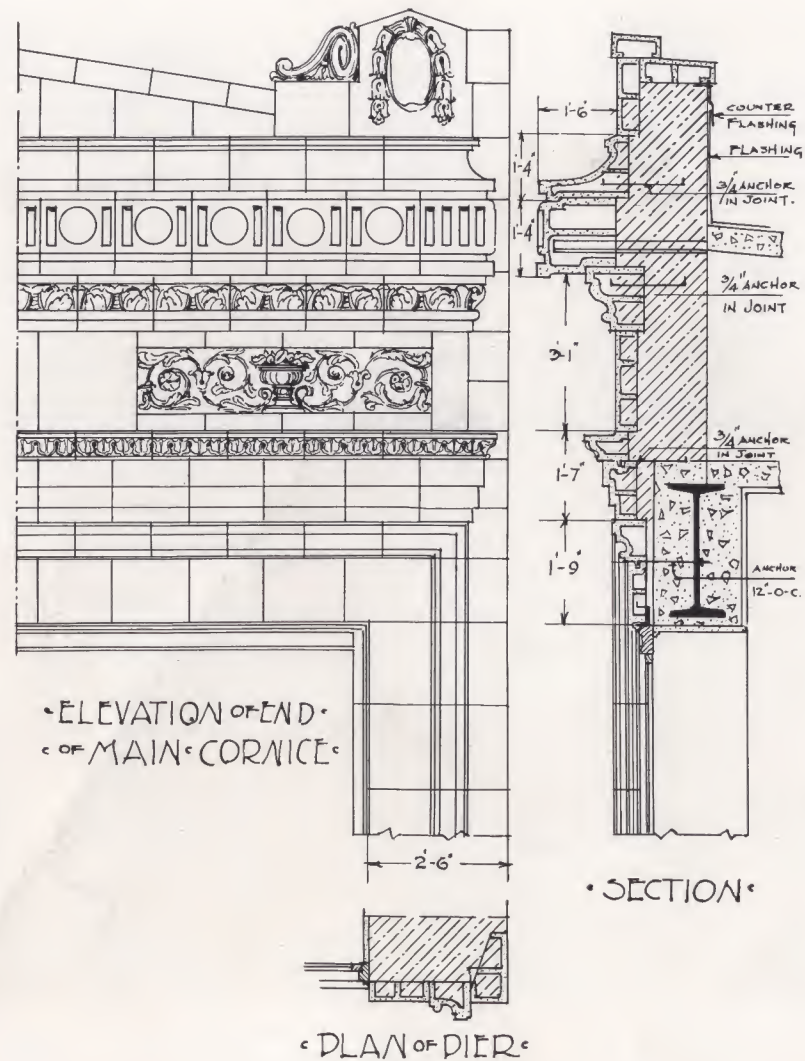


This building material dealer has given Architectural Terra Cotta the preference over all other materials for the facing of his structure



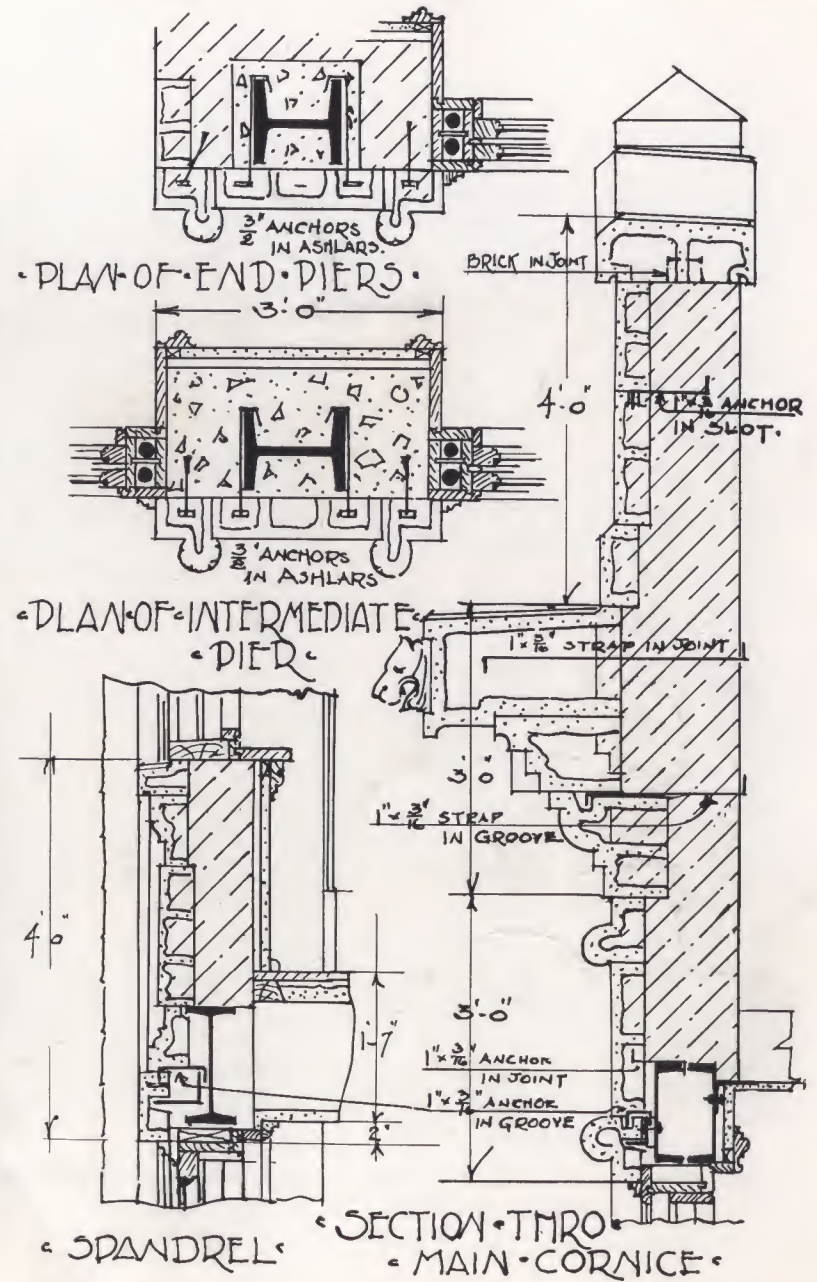


A sufficient amount of terra cotta used in this front to attract attention and add dignity



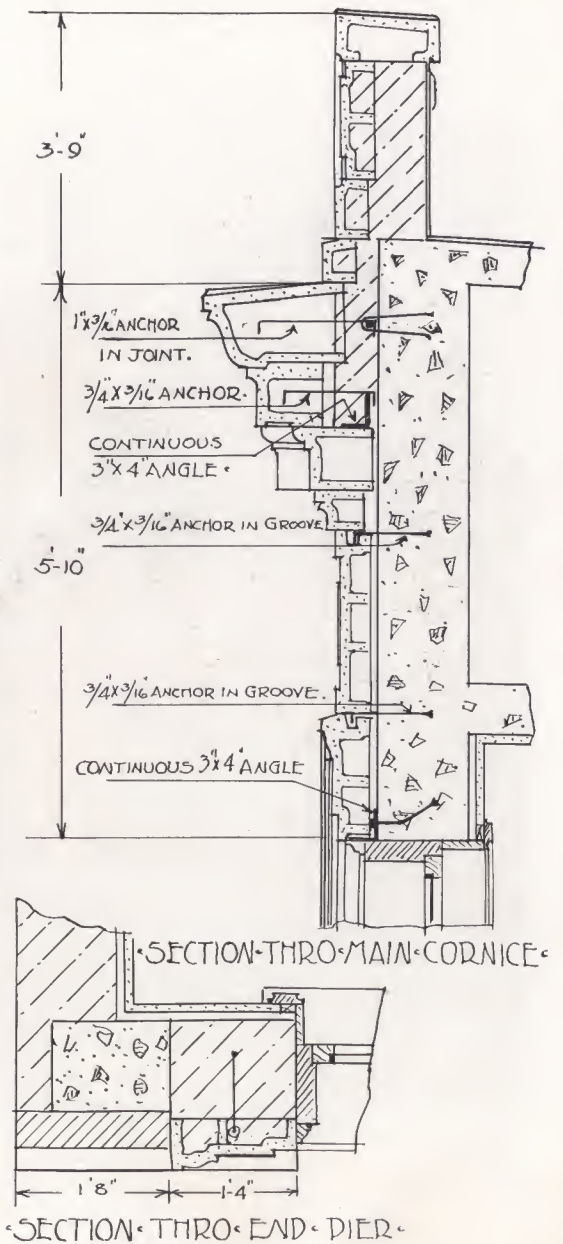


This design in terra cotta carries out the owner's desire for an unlimited glass area



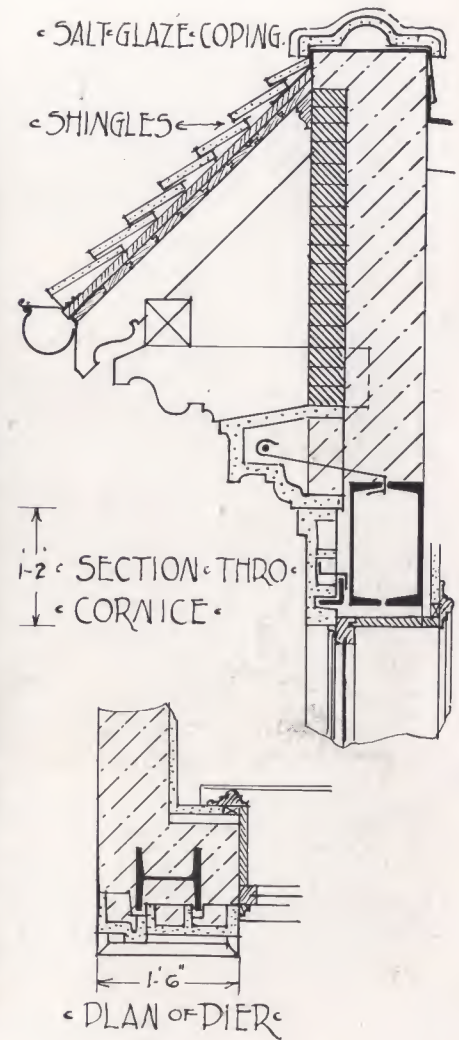


The lettering and blue color of the Ford Trade Mark reproduced exactly in Architectural Terra Cotta. We can manufacture your Trade Mark in any color or design desired



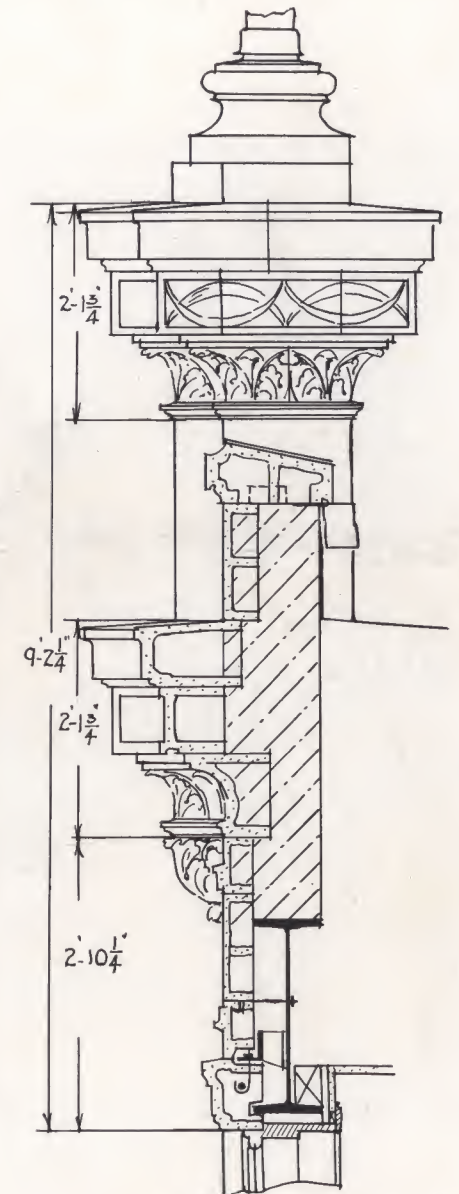


No building is too small or too large for the use of Architectural Terra Cotta





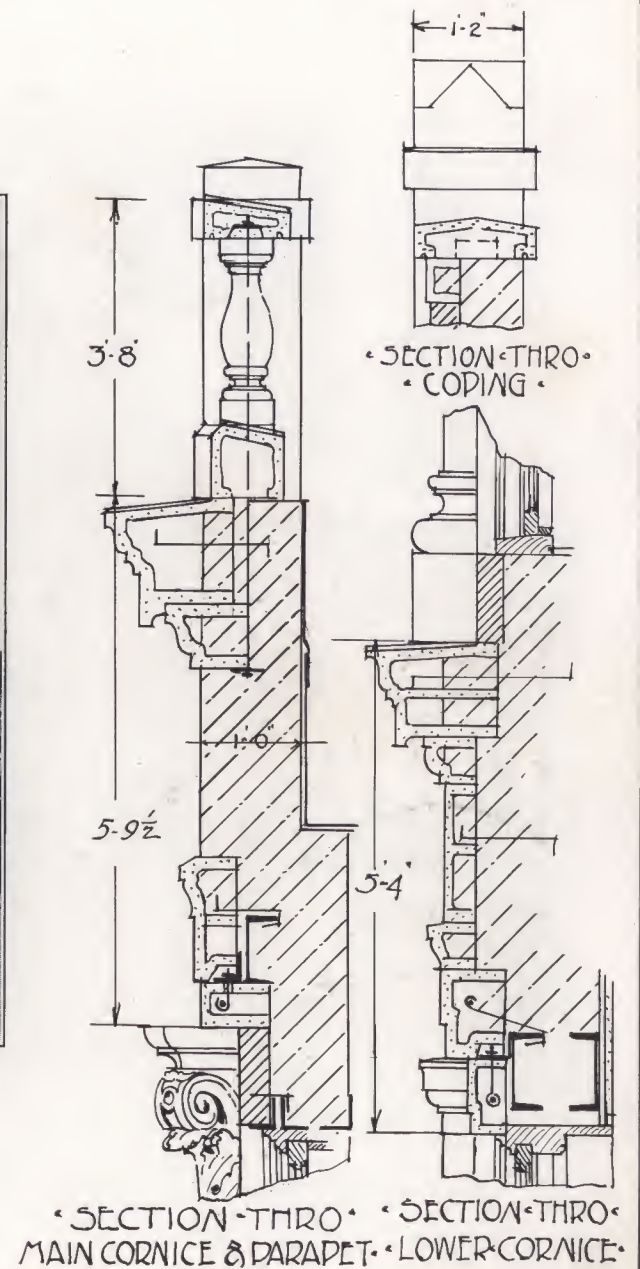
The glazed terra cotta symbols and trim of this building clearly characterize the merchants housed within

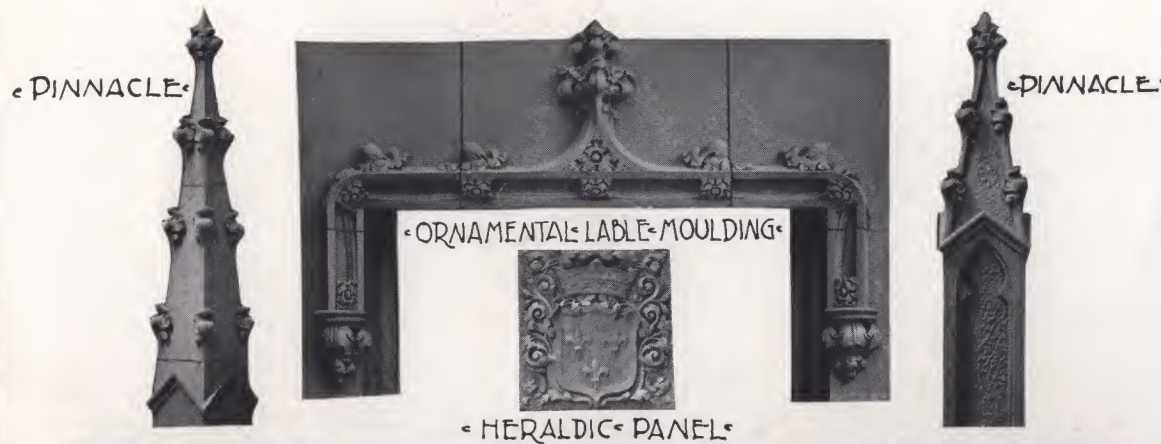


• SECTION • THRO •
• MAIN • CORNICE •

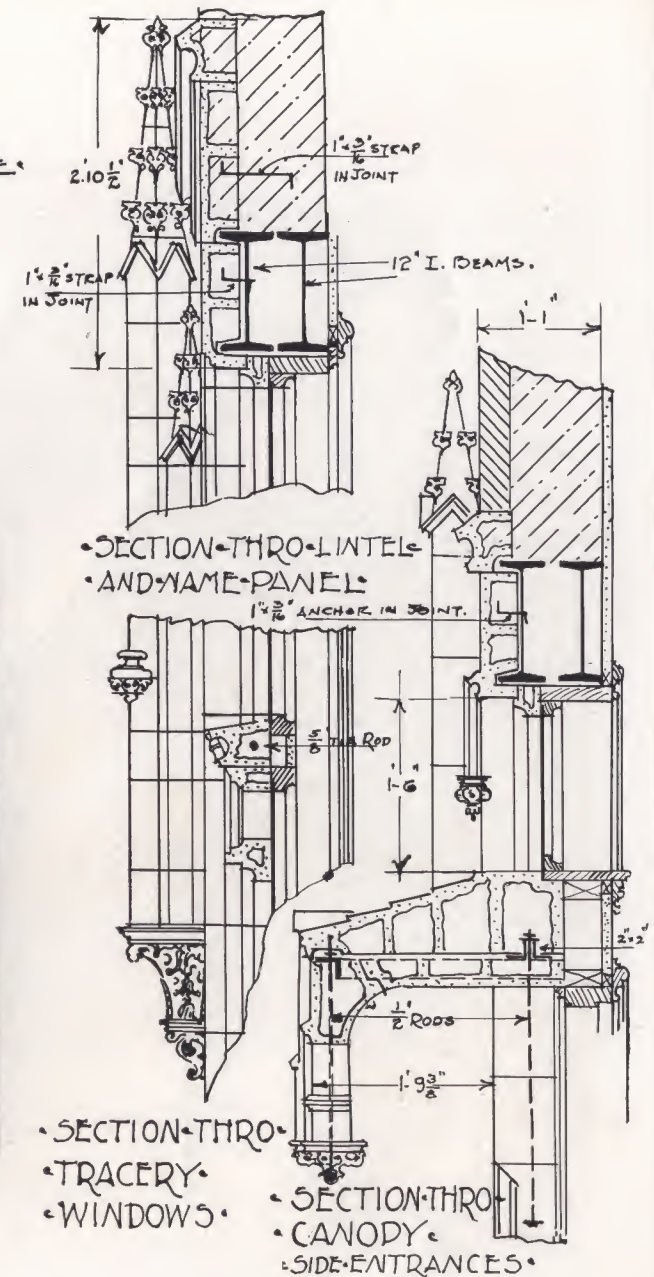


A commercial garage, the stores being emphasized through the use of terra cotta





Good judgment has been exercised in the selection of Architectural Terra Cotta to carry out the Ecclesiastical design of this Mortuary

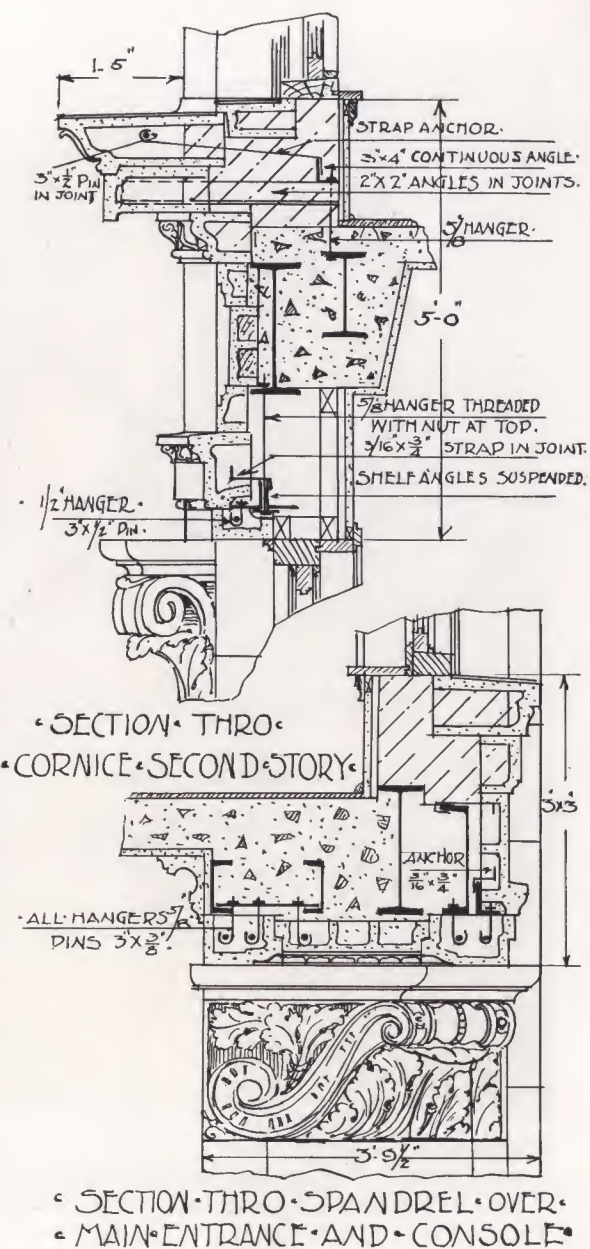




In the store front illustrated Architectural Terra Cotta is combined with brick to a pleasing advantage

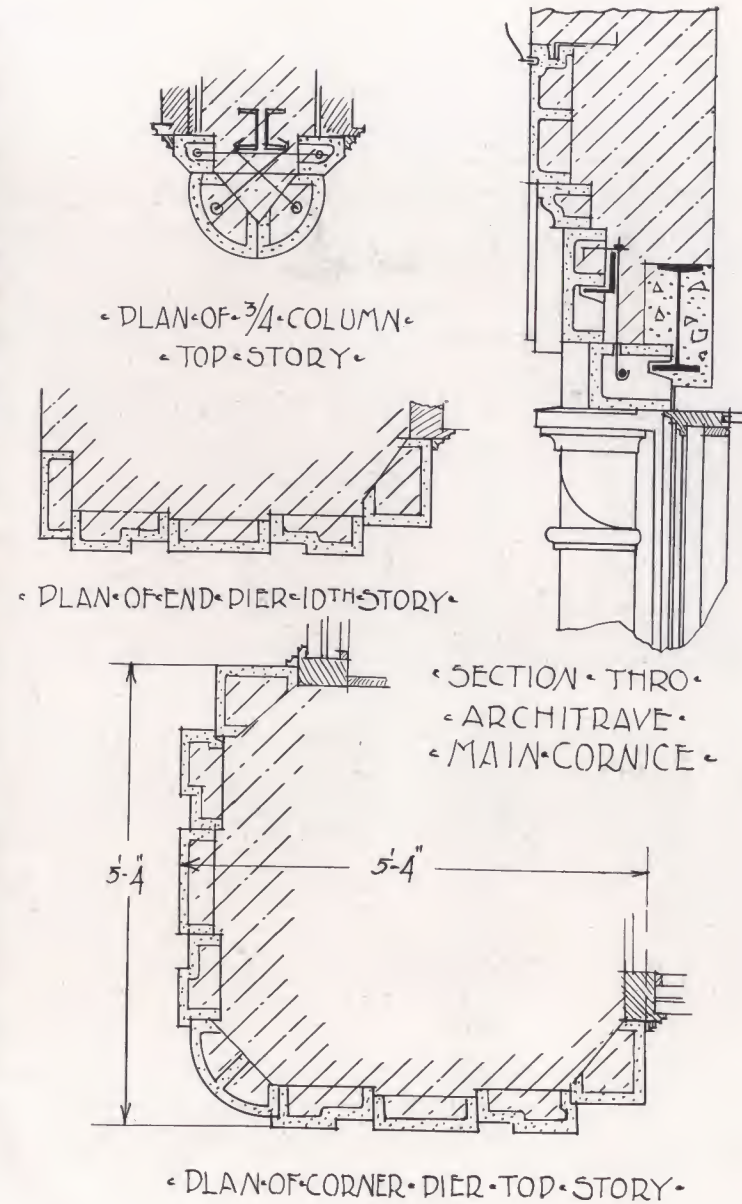


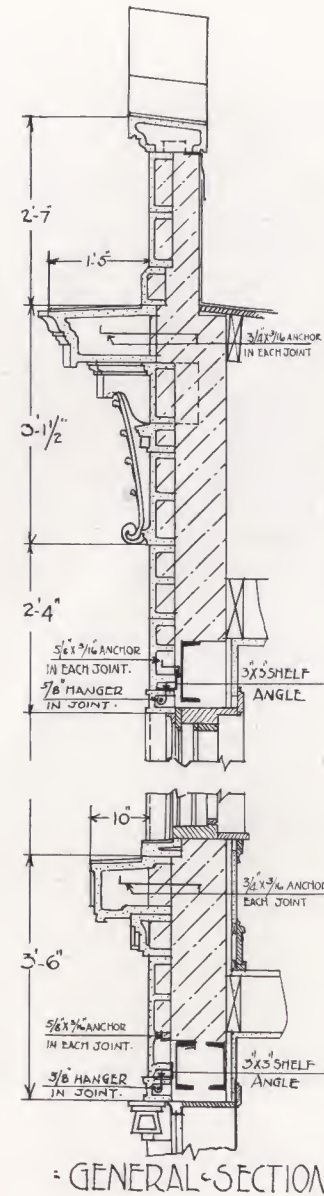
The lower stories of a 20-story building on 5th Ave., New York, showing how a delicate Italian Renaissance can be developed successfully in Architectural Terra Cotta



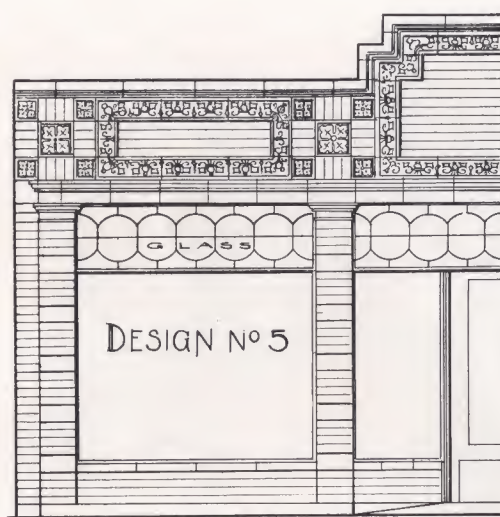


The above illustration depicts a modern department store on which repetition of design has made economical manufacturing possible, both facades being faced with terra cotta

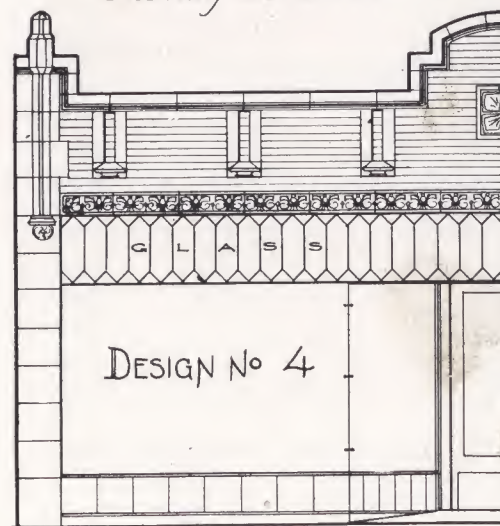




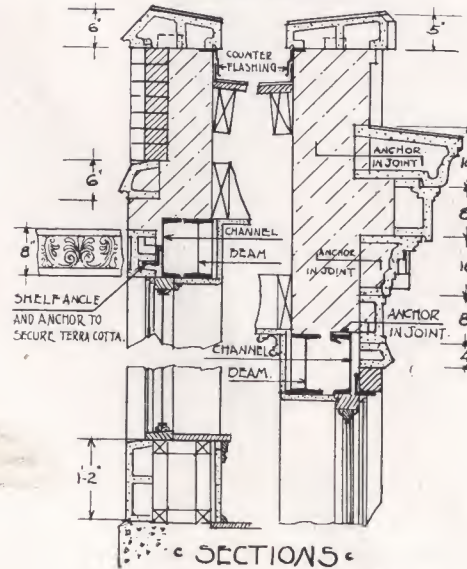
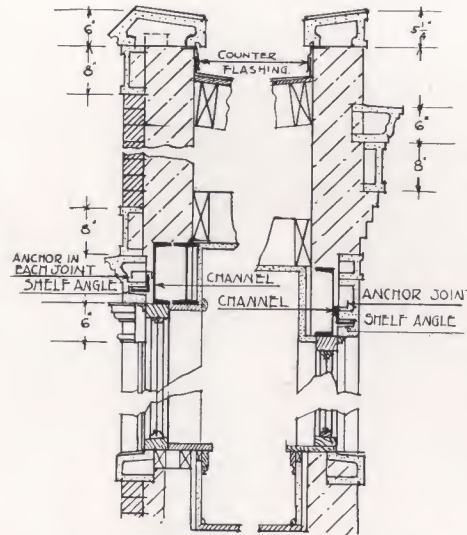
Estimates Furnished
for Fronts
25' - 50' - 75'
or any
Sizes and Heights
according
to requirements



One half elevation



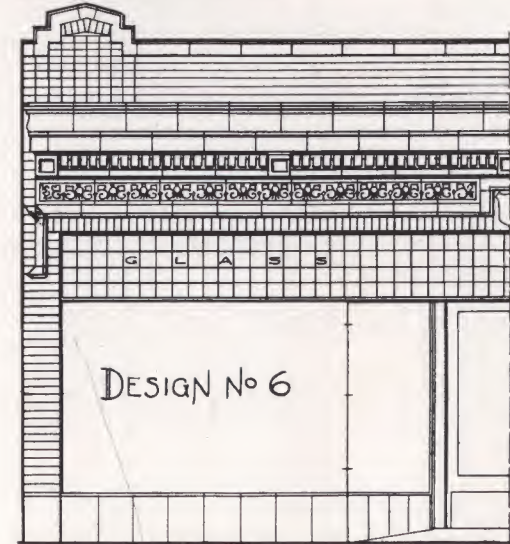
One half elevation



• SECTIONS •

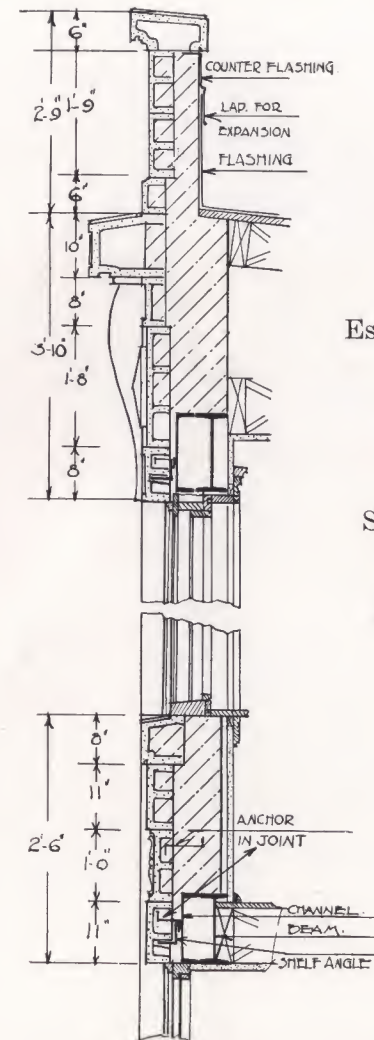


Part elevation



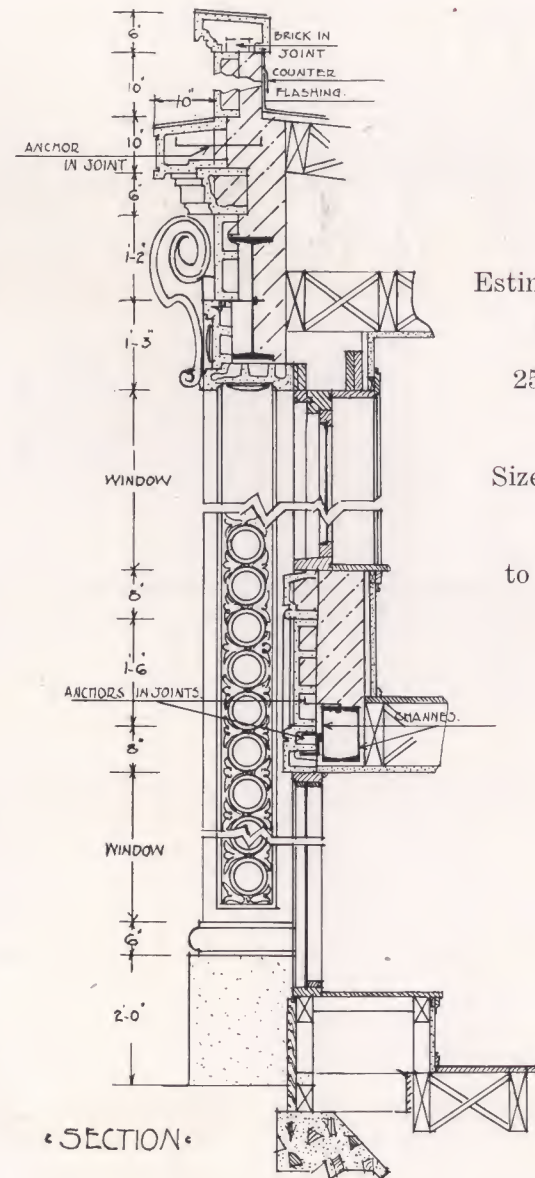
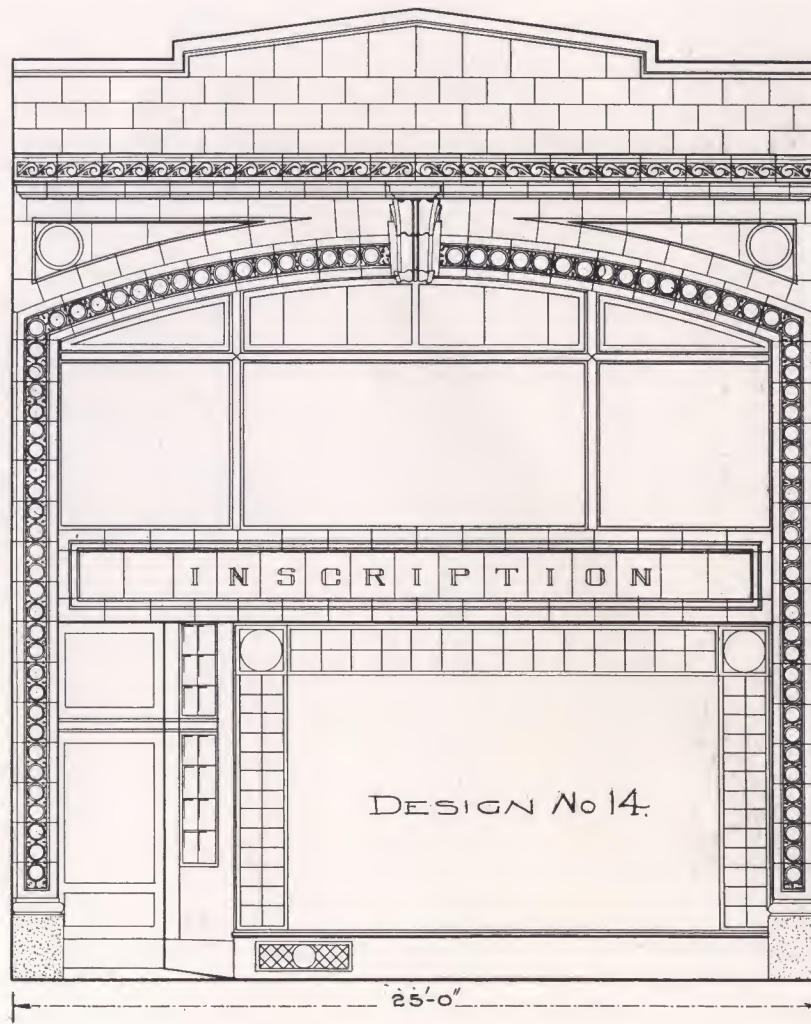
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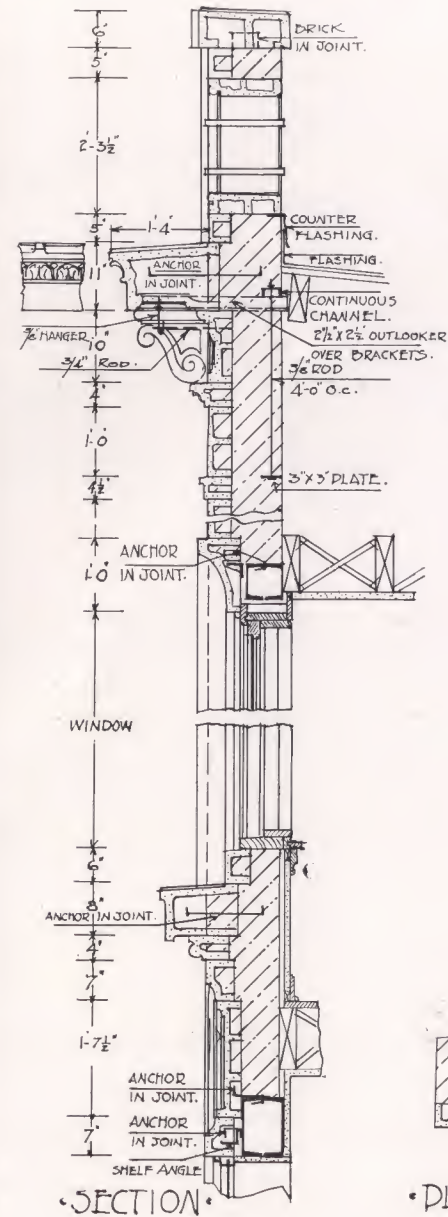
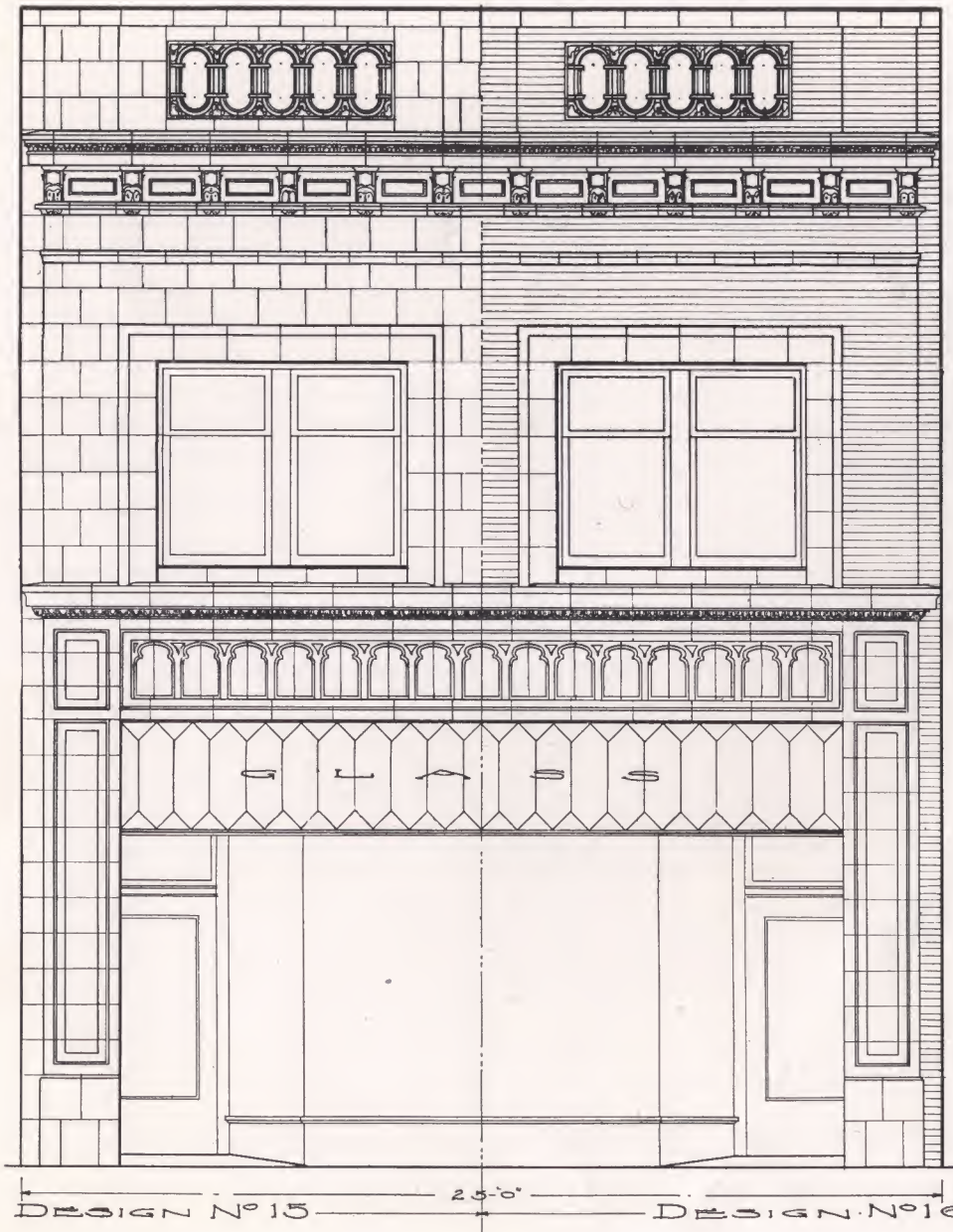
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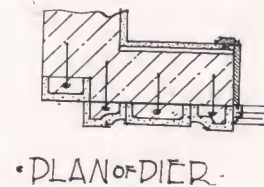


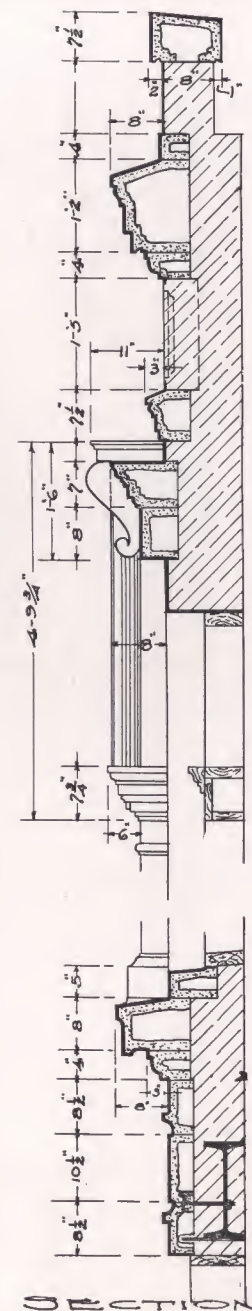
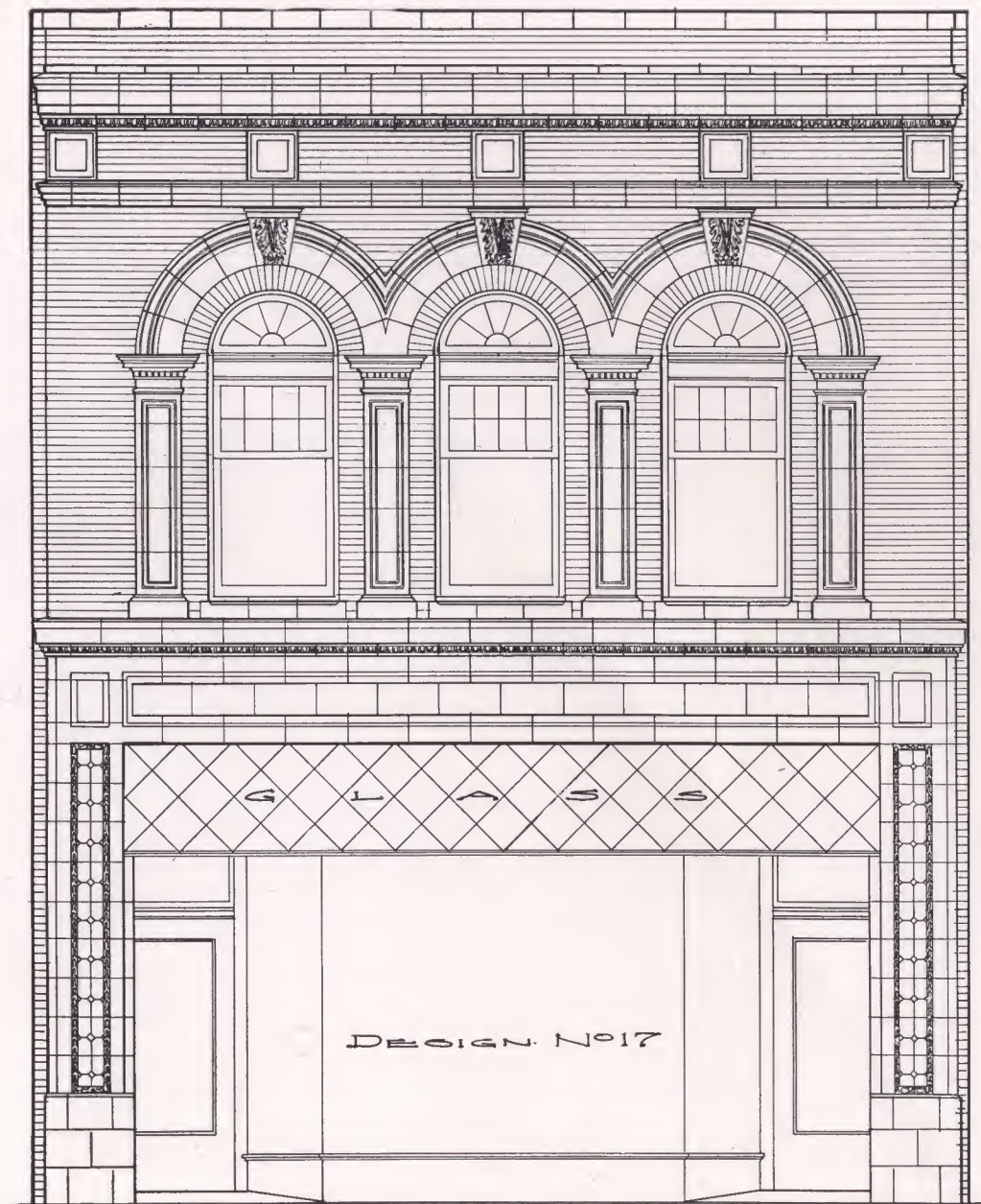
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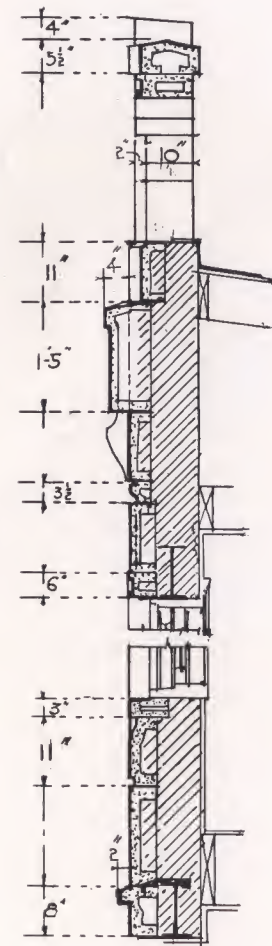
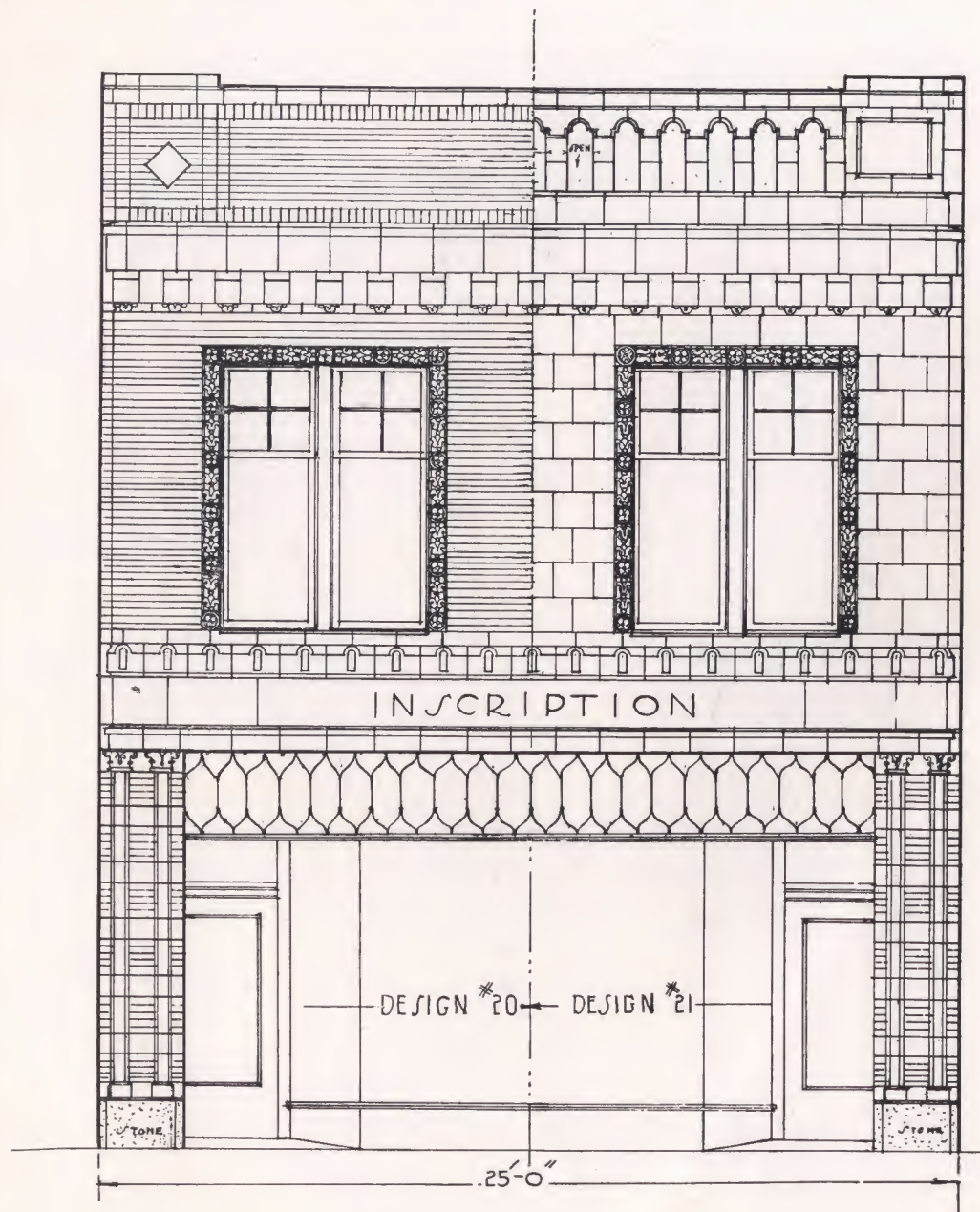


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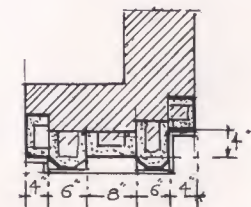


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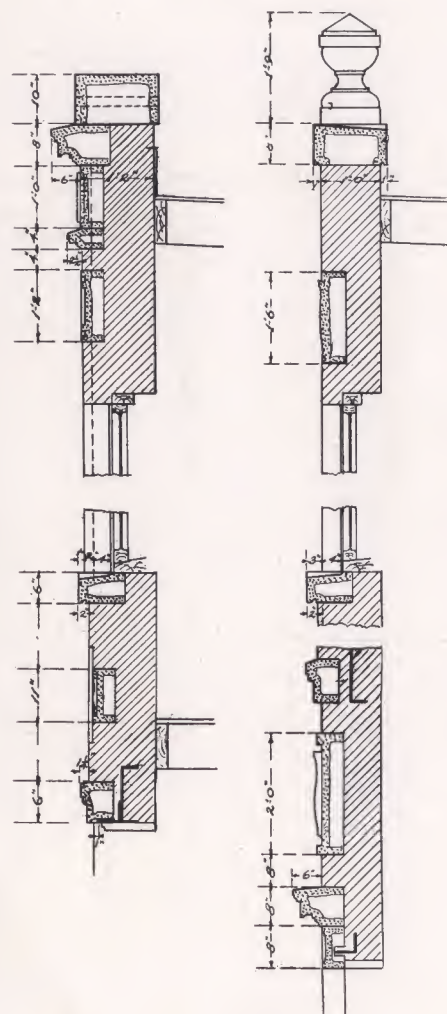


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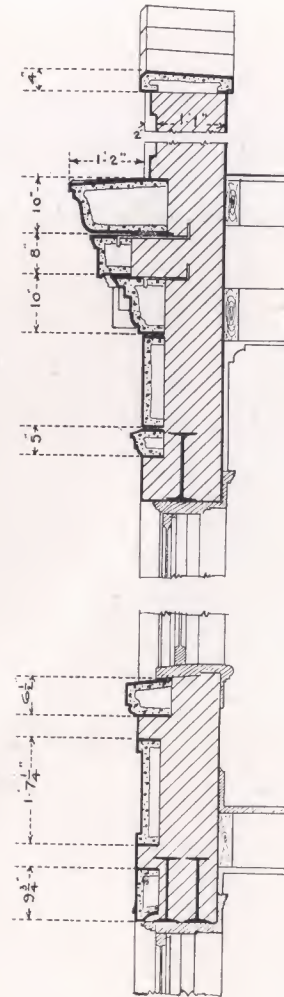
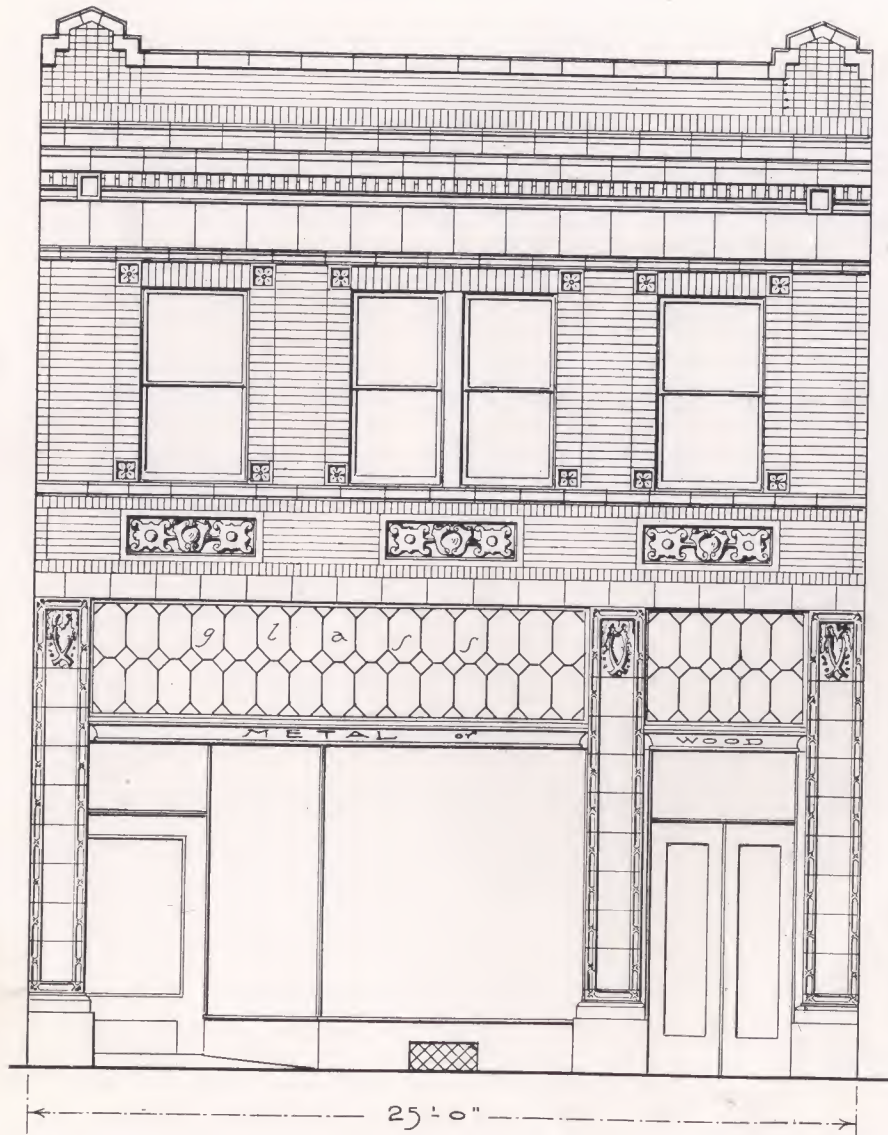
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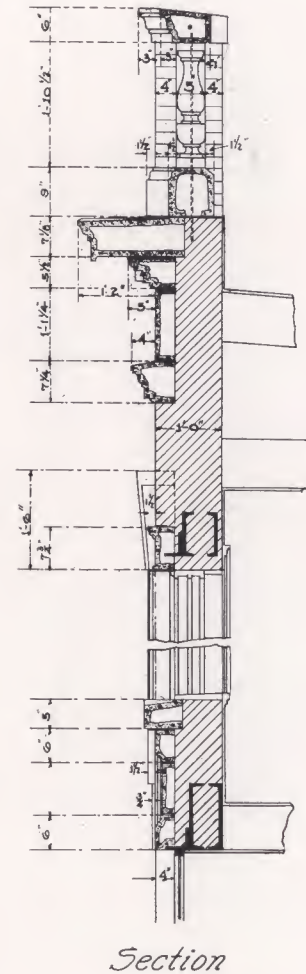
PLAN OF PIER



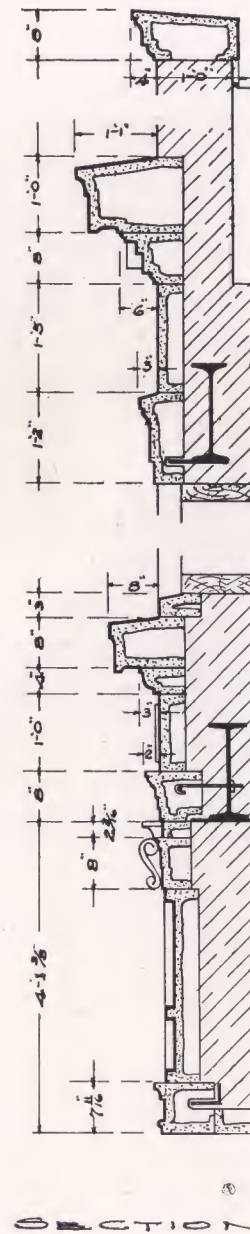
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Bank Building

The design for a Banking Institution should indicate strength and massiveness.

The entire front of this building, which was executed in New Jersey Special Grey Splash Finish, has materially assisted in carrying out the architect's ideas.

Since the erection of this building, the company has received many orders for fronts to be executed in like color and finish.



Theatre and Office Building

Entire street facade of this building from sidewalk to skyline of Architectural Terra Cotta of a special glaze, splash finish of pinkish shade.



Telephone Exchange

All trim above the water-table of unglazed terra cotta granite color and surface



Lodge Building

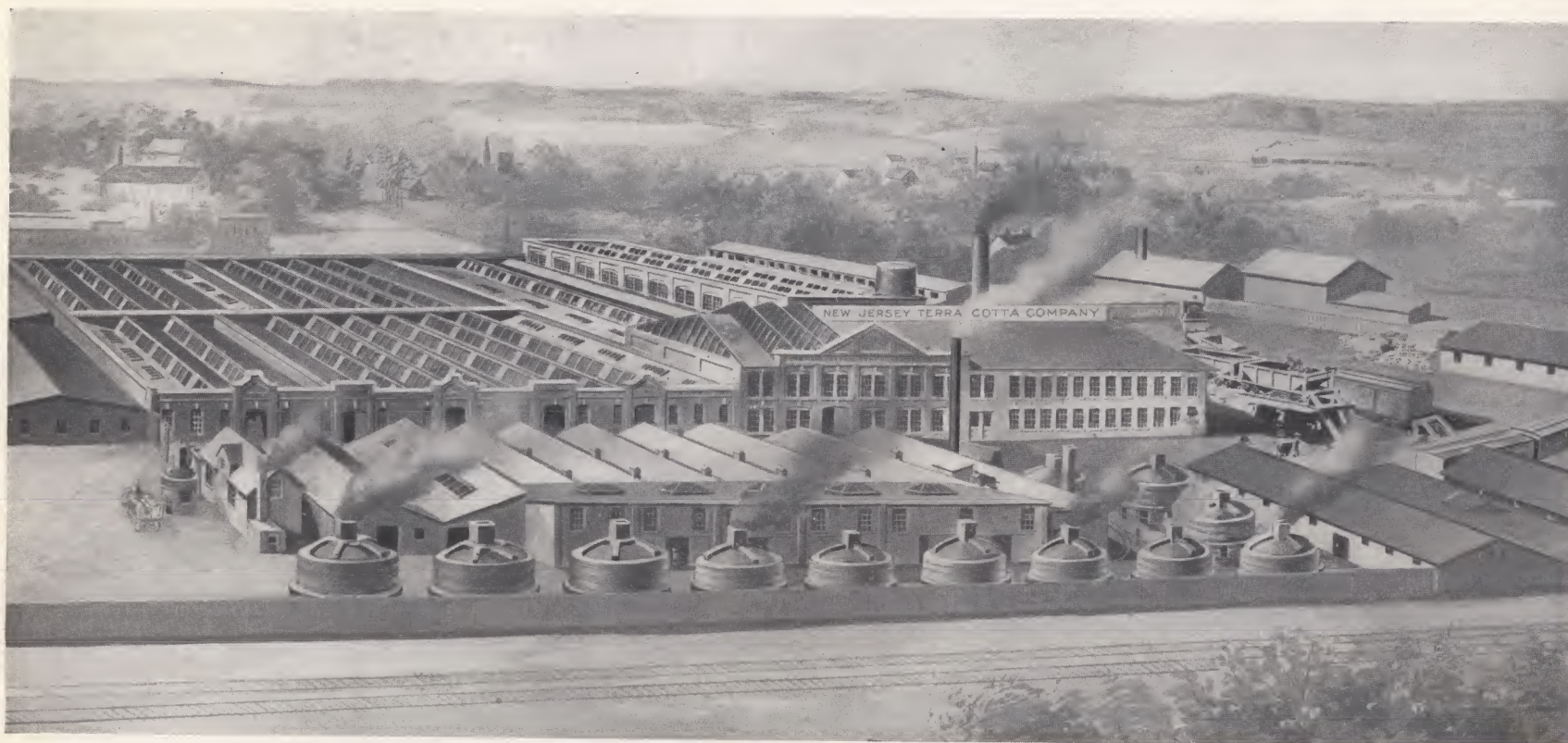
Trimmed with highly ornamental terra cotta. Design shows how readily terra cotta can be made to satisfy all the architectural demands, especially where economy is needed



Entire facade N. J. Gray Speckled Terra Cotta

This theatre has been pronounced by critics the finest example of architectural terra cotta in New England.

The owner of this theatre has since its erection built several large theatres of similar design with the facades executed in New Jersey No. 2817 Gray Speckled Terra Cotta.



Plant of the New Jersey Terra Cotta Company at Perth Amboy, N. J.

THE NEW JERSEY TERRA COTTA COMPANY

ESTABLISHED 1888

Manufacturers of High-Grade Architectural Terra Cotta

SINGER BUILDING, 149 BROADWAY, NEW YORK, N. Y.

WORKS, PERTH AMBOY, N. J.

TELEPHONE, CORTLANDT 3903-2767

The New Jersey Terra Cotta Company has been engaged in the manufacture of Architectural Terra Cotta for over thirty years, during which period it has supplied terra cotta for many important buildings throughout the United States and Canada. Its staff and its workmen are skilled in all the best practices of the trade, and understand the manufacture of high-grade architectural terra cotta from the ground up.

The Company's plant at Perth Amboy, New Jersey, recently rebuilt on lines of most modern construction, has a capacity equal to any individual factory in the East. The equipment is up to date; the service is efficient, and the facilities for furnishing work in the shortest possible time consistent with good workmanship are of the best. The plant is located directly on the lines of the Lehigh Valley Railroad and Central Railroad of New Jersey, and has connection facilities with all leading railroads of the country.

This Company is prepared to make prompt deliveries to all parts of North and South America. Before shipment is made, all terra cotta is laid out, lined up and fitted with the greatest care and to correct joints. This saves the con-

tractor much trouble and expense in setting, and insures a good and satisfactory job.

A large and efficient estimating force is maintained at all times. Price quotations, with samples, times for delivery of work, and all other desired information, cheerfully furnished on request. Send plans and specifications; same will be promptly returned with a reliable estimate. Resident agents are located in all principal cities.

The service of the Engineering Department of The New Jersey Terra Cotta Company is freely offered to architects and builders; there is no obligation of any kind. This department will design terra cotta construction so as to give the greatest economy consistent with good and safe practice, and submit for architect's approval. Setting and pointing of terra cotta supervised by Company's expert at any time, anywhere, by special arrangement.

All requests for information connected with the use of architectural terra cotta, whether relating to construction, design, color, finish or otherwise, will be handled fairly and promptly and to your entire satisfaction.

We show only a limited number of designs in this booklet; we have many others and shall gladly, upon request, furnish you with any design suitable to your requirements.

We offer our services in making suggestions and designs for your new store front.

In writing to us, kindly mention number of design in this booklet.

At a small cost you can replace your old store front with a new and bright-looking front made of Architectural Terra Cotta.

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FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL

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